

# FACSIMILE COVER SHEET

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**JUN 25 2007**

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From: John C. Pokotylo, Esq.

Date: June 25, 2007

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MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.)(in duplicate);
- 3) Request for a Two (1) Month  
Extension of Time (2 pgs.);
- 4) Appeal Brief (33 pgs.);
- 5) Claims Appendix (17 pgs.);
- 6) Evidence Appendix (1 pg.); and
- 7) Related Proceedings Appendix (1 pg.).

Attorney Docket No.: Google-41 (GP-099-00-US)

Appl. No.: 10/750,451

Applicants: Ross KONINGSTEIN, et al.

Filed: December 31, 2003

Title: **SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR  
ADVERTISEMENTS**

TC/A.U.: 3622

Examiner: Michael Bekerman

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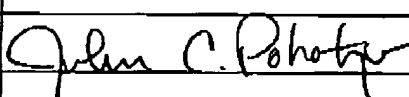
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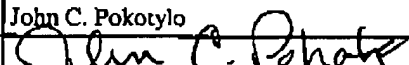
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<b>TRANSMITTAL FORM</b>  <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	10/750,451
	<b>Filing Date</b>	December 31, 2003
	<b>First Named Inventor</b>	Ross KONINGSTEIN
	<b>Group Art Unit</b>	3622
	<b>Examiner Name</b>	Michael Bekerman
<b>Total Number of Pages in This Submission</b>		<b>Attorney Docket Number</b> Google-41 (GP-099-00-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> <b>Fee Transmittal Form</b> <input type="checkbox"/> <b>Fee Attached</b>  <input type="checkbox"/> <b>Amendment / Reply</b> <input type="checkbox"/> <b>After Final</b> <input type="checkbox"/> <b>Affidavits/declaration(s)</b>  <input checked="" type="checkbox"/> <b>Extension of Time Request</b>  <input type="checkbox"/> <b>Express Abandonment Request</b>  <input type="checkbox"/> <b>Information Disclosure Statement</b>  <input type="checkbox"/> <b>Certified Copy of Priority Document(s)</b>  <input type="checkbox"/> <b>Response to Missing Parts/Incomplete Application</b> <input type="checkbox"/> <b>Response to Missing Parts under 37 CFR 1.52 or 1.53</b>	<input type="checkbox"/> <b>Assignment Papers (for an Application)</b> <input type="checkbox"/> <b>Drawing(s)</b> <input type="checkbox"/> <b>Licensing-related Papers</b> <input type="checkbox"/> <b>Petition</b> <input type="checkbox"/> <b>Petition to Convert to a Provisional Application</b> <input type="checkbox"/> <b>Power of Attorney, Revocation Change of Correspondence Address</b> <input type="checkbox"/> <b>Terminal Disclaimer</b> <input type="checkbox"/> <b>Request for Refund</b> <input type="checkbox"/> <b>CD, Number of CD(s)</b>	<input type="checkbox"/> <b>After Allowance Communication to Group</b> <input type="checkbox"/> <b>Appeal Communication to Board of Appeals and Interferences</b> <input checked="" type="checkbox"/> <b>Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)</b> <input type="checkbox"/> <b>Proprietary Information</b> <input type="checkbox"/> <b>Status Letter</b> <input type="checkbox"/> <b>Postcard Receipt</b> <input type="checkbox"/> <b>Other Enclosure(s) (please identify below):</b> - CLAIMS APPENDIX - RELATED PROCEEDINGS APPENDIX - EVIDENCE APPENDIX
<b>Remarks</b>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
<b>Firm or Individual name</b>	John C. Pokotylo (Reg. No. 36,242)
<b>Signature</b>	
<b>Date</b>	June 25, 2007

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# FEE TRANSMITTAL for FY 2006

Effective 12/08/2004. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 950.00)

## Complete if Known

Application Number 10/750,451  
Filing Date December 31, 2003  
First Named Inventor Ross KONINGSTEIN  
Examiner Name Michael Bekerman  
Art Unit 3622  
Attorney Docket No. Google-41 (GP-099-00-US)

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Straub & Pokotylo

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## FEE CALCULATION

### 1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid
1000	500	Utility fee	
430	215	Design fee	
660	330	Plant fee	
1400	700	Reissue fee	
200	100	Provisional fee	
SUBTOTAL (1)			(\$ 00.00)

### 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
Independent	-20** =	X	
Multiple Dependent	-3** =	X	

Large Entity		Small Entity		<u>Fee Description</u>
Fee Code	Fee (\$)	Fee Code	Fee (\$)	
1202	50	2202	25	Claims in excess of 20
1201	200	2201	100	Independent claims in excess of 3
1203	360	2203	180	Multiple dependent claim, if not paid
1204	200	2204	100	**Reissue independent claims over original patent
1205	50	2205	25	**Reissue claims in excess of 20 and over original patent

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

### 3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,620	1812 2,620	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 120	2251 60	Extension for reply within first month	
1252 450	2252 225	Extension for reply within second month	450.00
1253 1,020	2253 510	Extension for reply within third month	
1254 1,590	2254 795	Extension for reply within fourth month	
1255 2,160	2255 1,080	Extension for reply within fifth month	
1401 500	2401 250	Notice of Appeal	
1402 500	2402 250	Filing a brief in support of an appeal	500.00
1403 1,000	2403 500	Request for oral hearing	
1451 1,510	1451 1,510	Petition to Institute a public use proceeding	
1452 500	2452 250	Petition to revive - unavoidable	
1453 1,500	2453 750	Petition to revive - unintentional	
1501 1,400	2501 700	Utility issue fee (or reissue)	
1502 800	2502 400	Design issue fee	
1503 1,100	2503 550	Plant issue fee	
Petitions to the Commissioner - check fee sheet			
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)	
1806 180	1806 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	
1809 790	2809 395	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 790	2810 395	For each additional invention to be examined (37 CFR 1.129(b))	
1801 790	2801 395	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	
Other fee (specify)			
* Reduced by Basic Filing Fee Paid			
SUBTOTAL (3)			(\$ 950.00)

## SUBMITTED BY

Name (Print/Type) John C. Pokotylo Registration No. 36,242 Telephone (732) 542-9070  
Signature [Signature] Date June 25, 2007

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